

THE GLEICHEN CALL

VOLUME 47 NO 28

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Home And School Assoc. Meeting

The Gleichen Home and School Association held their first meeting of the year on Monday, Sept. 20, with Mrs. L. Fiddes, the new president in the chair.

Miss Stuart, Public Health Nurse for the Bow Valley Health Unit, spoke on the Health Program for schools and Baby Clinics. Miss Stuart expressed a special desire to have the five-year-old children brought in for a pre-school check-up.

A social hour followed with lunch served by the ladies.

MUCH BETTER OFF NOW

A man earning \$1,000 a year would not be greatly elated over the prospect of annual increases of 1.0 per cent of his earnings. But when those increases are continued over long periods, and compounded annually, the results can be surprising. The American National Bureau of Economic Research reports that the average family income in the United States during the year 1953 was over \$5,000—four times as much as it was 80 years earlier.

This enormous rise in the people's earnings was not suddenly acquired but was the result of gradual increases over the years, the average being 1.0 per cent per annum.

The Bureau estimates that, if the same rate of increase is maintained over the next 80 years the income of the average American family by that time, will be \$25,000 a year.

This increase of 1.0 per cent per annum was made possible by an increase of 1.7 percent in the output of American industry, which, in turn, was the result of a vastly increased efficiency; and this increased efficiency was due to greater investment of capital in research and in new plant and equipment.

Behind this again has been the accumulated savings of past generations, which each new generation inherits and finds ready to serve it. This inherited wealth has been a significant factor in increasing the national income.

The greatest gains in tangible wealth, that is in capital goods, was accumulated before the depression in the 1930's.

During the depression and again during World War II, the accumulated capital declined, while the population continued to grow.

The increase in industrial activity since the war is an attempt to catch up in the production of capital goods and make up for the declines of the two previous decades.

The difference between the 1.0 percent average annual increase that the workers gained, and the 1.7 per cent average annual increase in the wealth production was due to the success of the workers in securing for themselves a larger share of the total production.

The conclusions we draw from the report are:

That all classes of American citizens are many times better off than they were 80 years ago.

That this increased prosperity is due principally to the popular habit of investing their savings in productive enterprises.

That there are not present indications of any change in the trend that has made the people so prosperous.

A young mother came to the door of the nursery and saw her husband standing over the baby's crib.

Silently and motionless she continued to watch him as he stood looking down at the sleeping infant. In his face she read rapture, doubt, admiration, ecstasy, incredulity, wonder. Deeply touched, with her eyes glistening she tip-toed to her husband and slipped her arm around him.

"A penny for your thoughts," she said tenderly.

Startled into consciousness, Harry Moxley "For the life of me



Why is Max Ferguson hitching from Halifax instead of Toronto hiking from Toronto to Halifax? This year, it's no secret, of course. Simple—because "The Rawhide" that Ferguson has a lot to do with Show will be back for another Rawhide and his boys; all the season on CBC Trans-Can—different voices on the show are not work and it will originate lone by Max.

don't see how the furniture store can sell a crib like that for \$8.49."

HERE AND THERE

The town has now laid a cement sidewalk from the town office to the corner just beyond A. W. Gilbert's store.

St. Victor's Church Catholic Women's League are holding their annual bazaar, home cooking sale and tea in the Parish Hall on Saturday October 30th, starting at 3 p.m.

Mrs J. A. McArthur has received word that Mrs. H. H. Ellis died on Wednesday September 22 in the state of Missouri. Mrs. Ellis with her husband farmed for many years some 12 miles northwest of town. Owing to Mr. Ellis' health they left here for medical treatment in the States some years ago.

Angus McLeay returned home Saturday afternoon after spending some days in a Calgary hospital.

Mr. and Mrs. Ralph Sauve and daughter Donna Mae of Saskatoon are spending a few days visiting at the home of the former parents Mr. and Mrs. Ashul Sauve.

Mr. and Mrs. John Desjardine and family of Lethbridge spent Sunday in town the guest of Mrs. W. Erford.

Mr. and Mrs. A. F. MacCallum and daughter Donna are now aboard a ship on the Atlantic en route to Gleichen. Gleichen people have received cards from them posted in Italy.

The mighty goose hunters are having great luck these early mornings. It is rarely they return home without some birds.

Mrs. Norma Sherback was hostess when the Gleichen school staff met for afternoon tea with Mrs. Alice Bain as guest on Friday afternoon, Sept 24th. On behalf of the staff Mr. Smith presented Mrs. Bain with a gift in token of appreciation for her friendliness and co-operation during the time she was on the Gleichen school staff.

We're growing faster than the U.S. and we're standing up to current economic readjustments better. That's the verdict of government analysts who have just released study on Canada-U.S. economics. Physical output 1946-1953 jumped 34 percent in Canada and 29 percent in the U.S. From mid 1953 to the end of the second quarter this year, physical output has slipped only 2 percent in Canada compared with four percent in the U.S. Consumer spending and "real" income have also been stronger here than in the U.S. during postwar period.

A tramp approached a group of churchmen and asked for aid.

"No!" said one of them. "I'm afraid we can't help you; but you see that big man over there?" pointing to a bishop. "He's

Mrs. Stan Haskane (Nora) of Bassano and Mrs. Don Ward (Esther) of Calgary.

The happy disposition and good sportsmanship of Thomas Dawsen brought him true friends from boyhood onward, and his death is mourned among old friends in Alberta, and in the east where he had been stationed since his return from overseas.

Requiem high mass was celebrated at St. Frances de Sales church, High River, with Rev. Father Morrow of Fort Macleod officiating. Interment was made in the field of honor at High River cemetery with full military honors. Pallbearers were Clarence Clifford, Gordon Bogstie, John Roueche, Leslie Menard, Alex Murray and Matthew Murray, all of Gleichen and all former schoolmates. The sympathy of the community goes out to the bereaved family.

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Yes! Just one afternoon's easy work insulating with ZONOLITE can cut your fuel bills as much as 40%! All you do is pour directly from the bag between attic joists. No muss, no fuss... just pour it, level it, leave it! Once in place, ZONOLITE Vermiculite insulation is there for the life of the building. Rodent-proof, rot-proof, 100% fire-proof! Come in or phone for FREE estimate today!

Crown Lumber Co., Gleichen

4th VICTORY LOAN BONDS have been CALLED FOR PAYMENT OCTOBER 1st

IF YOU HOLD Fourth Victory Loan 3% Bonds (issued May, 1943 to mature May, 1957) they should be presented for payment on or after October 1st through any branch bank in Canada. AFTER THIS DATE NO FURTHER INTEREST WILL BE PAID. Interest coupons due November 1st, 1954 and all coupons dated later than this must be attached to the bonds when they are presented for payment. Payment will be \$101.26 for a \$100 bond (and for other denominations accordingly). This payment includes \$1.26 which is interest at 3% from May 1st to October 1st—the period since the last coupon became payable.

Government of Canada

54-BC-4

By: BANK OF CANADA, Fiscal Agent

Let's Farm Safely!



Published in interests of public safety by



**ALBERTA BREWERS' AGENTS
LIMITED**

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BIG HORN BREWING CO. LTD.
CALGARY BREWING & MALTING CO. LTD.
SICKS' EDMONTON BREWERY LTD.
SICKS' LETHBRIDGE BREWERY LTD.
NORTH-WEST BREWING CO. LTD.

SAFETY CHECK HEATING EQUIPMENT

Now is a good time to repair and replace stoves or furnaces around the farm before cold weather sets in.

1. Check stoves for defects.
2. Clean your chimney.
3. Check stove pipes.
4. Examine your electrical wiring and switches.
5. Repair or replace old lamps and lanterns.
6. Check your water heating equipment.

Upward trend in number milk cows is continuing

Counting the cows is not a complete indication of prospective milk production but it does show probable trends. The June, 1954, survey by the Bureau of Statistics of numbers of milk cows in Canada reports a total of 3,233,000 compared with 3,146,200 a year ago, an increase of 2.4 percent. The rate of increase is considerably slower, however, than the 5.9 percent recorded from 1952 to 1953.

Canada's milk cow population has now regained much of the decrease that took place after the war when numbers dropped from 3,998,000 in 1945 to the lowest point in 30 years — 2,903,000 in 1951. It is now approaching the 1934 level of 3,371,000.

These changes in Canadian milk cow population parallel somewhat the changes that have taken place in the United States. The Canadian Trade Commissioner in Washington, reporting on the June survey of milk cows on U.S. farms, says:

"Milk cows on U.S. farms in June this year, totalled 22.5 million head, about 1½ percent greater than in June a year ago, but about the same as in December, 1953. This levelling off in milk cow numbers in the last six months contrasts with the moderate up-trend that started in early 1952 and extended through 1953. Milk cow numbers continued to gain during the past year in most of the more important specialized dairy States, but turned down in many Central States where other enterprises such as hog raising of-

fered good alternatives to milk producers.

Wide swings shown

"Over the last two decades the number of milk cows on farms (in the United States) has shown some rather wide swings. Following a peak of around 25½ million head, reached in early 1934, milk cow numbers declined steadily to a low point of a little more than 23 million head in 1939, then started an upswing that continued through the early years of World War II. At the high point of this cycle, reached in mid-1944, numbers slightly exceeded 25½ million head. In late 1944, milk cow numbers turned down, with the decline proceeding rapidly for four years, then continuing more gradually for another three. Following a quarter-century low point of about 21½ million head reached at the beginning of 1952, numbers again rose fairly rapidly for two years."

These figures indicate that the milk cow population in both countries is now about at the level it was 20 to 25 years ago, in spite of the increase in human population, and that any increase in the quantity of milk available is due to increased production per cow and possibly more abundant feed supplies.

Japan in 1953 Canada's third export market

Japan ranked as Canada's third export market in 1953, when imports into Japan from Canada totalled \$104,924,000 (Bank of Japan statistics), compared with \$103,385,514 in 1952. Japan's purchases of Canadian products, notably grains and industrial raw materials, have risen sharply in recent years. The demand for most of the steady rise in population — 85 million today and increasing at the rate of about a million a year. Japan is deficient in foodstuffs by 20 percent, and also in most other raw materials required by a modern industrial nation. Canada is recognized as an important competitive source of supply for many of these raw materials and foodstuffs which the country requires. The Agreement on Commerce ensures to Canadian exporters an opportunity to compete on an equal basis with other suppliers in the dollar area. The record of the past three years suggests that Canada can compete successfully on this basis.

Fashions

Week's sew-thrifty



4705

12-20

by Anne Adams

What to wear? Mom-to-be, don't worry! Whip up a new top or skirt in a day with this sew-easy pattern! For casual wear, sew the checked version with or without the Peter Pan collar. For cool comfort on 90-degree days, choose the scooped-neck, cone-shaped top. Make it in a glamor fabric too, for evening! Send now!

Pattern 4705: Misses' Maternity Sizes 12, 14, 16, 18, 20. Size 16 skirt, 2 yards 35-inch; top with pockets, 3 yards; ¼ yard contrast. Send thirty-five cents (35¢) in coins (stamps cannot be accepted) for this pattern. Write plainly size, name, address and style number and send orders to:

Department P.P.L.,
Anne Adams Pattern Dept.,
68 Front Street W., Toronto.

BEAUVALLON, Alta.—Lemons raveling any in southern California can be grown in northern Alberta. Mrs. M. Nycalchuk of this town 120 miles northeast of Edmonton grows lemons that weigh up to 2½ pounds.

HEART IN THROAT
WEYBURN, Sask.—A shorthorn calf born here has its heart in the wrong place — in the dewlap or neck. Dr. A. J. Andries, federal veterinarian, said the calf had a good chance of surviving although it can't eat as quickly as others.

Prince Edward Island has the lowest marriage rate, Alberta the highest.



"KEYSTONE COP" ISN'T FUNNY — This Pennsylvania State Trooper is a serious equestrian, who is putting his mount through a fiery symbol of the Keystone State during practice sessions for the annual State Police Rodeo at Hershey, Pa.

Missing brother may be "white king" of jungle tribe

LONDON, Eng.—Brian Fawcett, a 39-year-old London artist, is planning to plunge into the heart of the Amazon jungle next year in search of his father and brother who disappeared 29 years ago.

Fawcett's hopes of finding some trace of them have been whetted by recurrent reports, rumors and tales of a white king ruling a primitive tribe somewhere in Brazil's vast interior.

He said he has little hope of finding his father, explorer Col. Percy Fawcett, alive. He now would be over 80.

May still be alive

But Fawcett has high hopes that his brother, Jack, who was only 22 at the time of the disappearance, may still be alive and living with an Indian tribe.

Fawcett is busy sorting through two trunks of papers belonging to his father in the hopes that they will narrow down the search area. They were found in his mother's room after her recent death.

When he arrives in Brazil next March, Fawcett plans to fly over some 28,000 square miles of

swamps, jungles and grasslands in the area where his father and his brother vanished with another Englishman, Raleigh Rimell.

The legends of a white chief have said he rules a jungle area near Cuiba, capital of Monto Grasso state.

Modern mystery

The Fawcett disappearance was one of the biggest mysteries of modern times.

Repeated efforts have been made to find the party since 1925. Brian Fawcett, who trekked the jungles for months in 1952 trying to find out what happened to his father and brother, believes the previous searchers have gone in the wrong direction.

Brazilian exploration teams travelled westward from the source of the Tapajos river in search of the Fawcett party. Brian thinks the party went eastward.

Eskimo girls leave land of midnight sun to take nursing

OTTAWA.—Three years below the Arctic circle promise a big adventure for Annie Kootletelik and Mary Pangegoosho. The bright-eyed young Eskimo girls are on their way to train as nursing assistants at Hamilton, Ont.

Annie is 19 and comes from Pond Inlet at the northern end of Baffin island. She has been below the circle before when she spent eight months with a family in Montreal last year. During that time she worked for two weeks in an office and learned to speak English, partly through attending the movies.

Wearing a light blue wool dress, lipstick and matching nail polish, Annie did most of the talking in an interview recently. Her 16-year-old cousin Mary speaks little English. This is her first time away from her home at Craig harbor on Ellesmere island.

"I teach her a little English

Power development to cost 6½ million

EDMONTON.—A power development program costing more than \$6,500,000 was announced recently by F. A. Brownlie, president of Canadian Utilities Ltd. The scheme includes building a \$5,000,000 steam power plant on battle river, 111 miles southeast of Edmonton, and expenditure of \$1,500,000 on two transmission lines, one from Forestburg to Vermilion and the other from Forestburg to Halkirk, Alta.

The planes appear to be in quite good condition," he added.

"They say you married Jane because her aunt left her a fortune."

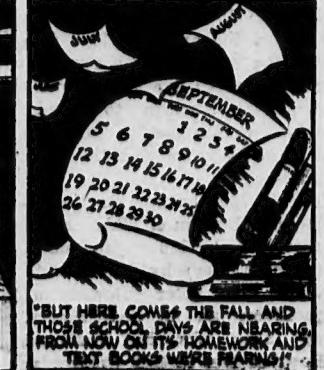
"That's untrue. I'd have married her no matter who left it to her!"

SMILE OF THE WEEK

"They say you married Jane because her aunt left her a fortune."

"That's untrue. I'd have married her no matter who left it to her!"

PEGGY



Alberta ready spend more to halt invasion of rats

EDMONTON.—The Alberta department of agriculture plans to intensify its campaign against rats along the province's eastern boundary.

Agriculture Minister Halmrast said that while efforts in the last three years have shown considerable success there are signs of further encroachment and it is planned to discuss with the department's pest control officials methods of stepping up the battle against the rats.

O. S. Longman, Alberta's deputy agriculture minister said in a prepared statement that residents in the eastern areas have taken an apathetic view of the matter.

Not inevitable

"There is an attitude among all too many that we must accept the invasion of rats as inevitable."

Mr. Halmrast said plans for the intensified campaign will be worked out in conjunction with pest control officials in the next few days.

Until 1951 Alberta was North America's only rat-free area.

He said it is hoped to obtain more co-operation from Saskatchewan, the province from which the Alberta invasion of rats is taking place. Mr. Halmrast said his department has been in communica-

tion with Saskatchewan officials on the matter and it will be pursued further.

Since 1951, when 37 colonies of rats were discovered along the Alberta-Saskatchewan boundary, the provincial government has spent more than \$180,000 for rat poisoning, Mr. Longman said in the statement.

Will spend more

Mr. Halmrast indicated that the government is prepared to spend considerably more to provide effective control.

The campaign was waged along a 275-mile front. This year rats have been discovered as far north as Lloydminster in a narrow strip along the eastern border. Previously the northern limit had been Provo.

Agriculture officials said the three-year program appeared to have stopped the westward march of rats and said the department is carrying on a program of depopulation which they felt will eliminate the necessity for the rats to move farther west in search of less-crowded feeding conditions.

Manitoba creameries awarded top honors

Two Manitoba creameries tied for top score in the butter print competitions at the Central Canada Exhibition held in Ottawa August 23 to 27, it is reported by the Dairy branch of the Department of Agriculture.

The Maple Leaf Creamery at Lundar and Canada Packers creamery, Rapid City, were both awarded 97.1 points for their print exhibits.

The Manitoba Dairy and Poultry Co-op of Dauphin figured in the first prize group of the butter print competition, with a total score of 97. The local creamery also placed in the first prize group of the solids class, with 97 points.

Canada Packers of Dauphin was a prize-winner in the solids competition, placing in the second prize group with score of 96.7.

In competition with entries from Alberta, New Brunswick, Ontario and British Columbia, Manitoba creameries won 21 out of a total 27 prizes awarded for butter prints. Of the 10 creameries named in the first group, seven were from Manitoba points.

In the solids class, Manitoba creameries won 26 of the 54 prizes of a total of 54 were awarded. Of the 18 which made the first prize group, eight were from this province.

Will return home

Both Mary and Annie plan to return home after they finish to use their training to help their people.

Annie particularly likes the idea of having a job, she said. Most Eskimos work only during the hunting and trapping season.

I don't like the idea of having holidays all the time," she said.

Neither of the girls have ever been to a school before. They were taught to read and write by their fathers.

They are being trained under a government plan to give advanced education to Eskimo children who show aptitude for it, a northern affairs official said. A number of other young Eskimos have trained as wireless operators.

New markets Saskatchewan Manitoba fish

Fresh water fish from lakes in northern Manitoba and Saskatchewan have captured new markets in Canada and the United States which, a year or two ago, were believed unprofitable because of the vast distances.

These markets, found in large cities as far east as Montreal and New York and west to Los Angeles, have developed principally as a result of the opening of the new Canadian National Railways line from Sherridon to Lynn Lake. Secondly, the product has the quality to please the most discriminating palates of fish gourmets.

While the railway line was built primarily to serve a new nickel and copper mine at Lynn Lake, CNR economists and traffic officials foresaw the possibilities of substantial fish and pulpwood traffic developing almost simultaneously with the opening of the mine.

Before the line was in operation, fish from northern lakes were flown to railheads at Prince Albert, Churchill, Flin Flon, The Pas or Winnipeg, a costly operation which placed severe limitations on its market possibilities.

A fly is born full-grown. It never gets any bigger.

The Republic of Indonesia is about 3,000 miles long.

New Canadian currency in circulation

OTTAWA.—About \$40,000,000 of the Bank of Canada's new notes went into circulation recently. An official told The Canadian Press that every bank branch will have a "modest supply" on hand.

It is the start of a changeover of about 180,000,000 bank notes worth \$1,500,000,000 usually in circulation. The switch for all common bank notes is expected to take about 1½ years.

The new bank notes are the first in Canada to carry the Queen's portrait. The reverse sides carry typical Canadian scenes instead of the present allegorical figures. The bills are one-eighth of an inch narrower than present notes, which are six by 2½ inches.

The color of the new notes is about the same as the present notes, although the tints are deeper and richer, especially for \$5 notes.

Printing methods to produce the new notes have been modified. The old notes were printed from steel engravings while the paper was damp.

The face of the new note is now produced by one steel engraving impression and two colors printed by offset lithography on dry paper. The back of the new notes is produced by one steel engraving impression also printed while the paper is dry.



EXPORT
CANADA'S FINEST
CIGARETTE



OUR COMPLETE SHORT STORY**Coffee percolates**

By T. M. RIDER

HERE'S the studio, Carol. And I've got the passes ready." Tom grinned like a kid at a circus and scrambled from the sedan, but Carol sat patiently until he called back, "Come on. We're late now!"

Then he remembered and flushed. "Darn, I always forget!" And he hurried around to open her door.

"How sweet of you, my dear." Carol gracefully took his arm, but he grasped her elbow and rushed for the gates, waving the passes under the guard's nose.

It was all very humiliating! He'd received the passes from a Hollywood movie director for whom he'd done a business favor, and he could have acted more sophisticated. She looked at him a little wistfully. He was tall, broad-shouldered, with wavy black hair and warm brown eyes that sparkled with a zest for living. Still he just wasn't the romantic type. A more sensitive man would have responded more gallantly to her cues for attention, she thought.

On the movie set they found the cameras already focused on a brilliantly illuminated hotel scene. When a tall, dark man appeared in the luxurious lobby, a delightful shiver tingled Carol's spine. Oh, why couldn't her Tom stand so masterfully erect instead of being addicted to jamming both hands into his trouser pockets!

Just because they'd been mar-

**BACKACHE
May be Warning**

Backache is often caused by lazy kidney action. When kidneys get out of order, excess acids and wastes remain in the system. Then backache, disturbed rest or that tired-out and heavy-headed feeling may soon follow. That's the time to take Dodd's Kidney Pills. Dodd's stimulates the kidneys to normal action. Then you feel better—sleep better—work better. Get Dodd's Kidney Pills now.

Home Workshop

This compact little building is only 32 inches deep and seven feet long; just the thing for the dooryard gardener who likes to have everything handy. Place it against the garage or at the side of the driveway or work area. When you have this tool house your lawnmower and wheelbarrow are under lock and key and there is ample space left over for the other garden tools. The workroom side has a counter, deep shelf space for flower pots, sand, soil chemicals. Lots of shelf space and hanging gadgets for those small tools. This is for the weekend builder. Pattern 416 is \$5c. Include \$1.50 additional with your order and receive Home-stand Improvement Packet of patterns for several other outdoor projects.



Use these four units wherever storage space is needed. They may be used separately or combined as found most convenient. As illustrated they form a handsome buffet and china cabinet with base sixty-three inches long. The drawers and door fronts are of $\frac{3}{4}$ -inch plywood with tops and framing of solid pine. There are beautiful plywoods available at local yards and they come in a wide range of prizes so before buying the material decide whether you want to use the cabinets for out-of-the-way storage or as decorative pieces. The directions on the pattern are illustrated with large three dimensional drawings. The pattern number is 226 and the price is \$5c.

Address order to—
Department P.P.L.,
Home Workshop Pattern Service,
4438 West Fifth Avenue,
Vancouver, B.C.

Entomologists estimate there are two million different kinds of insects.

3109

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Drive With Care!



CANADA'S DARLING, Marilyn Bell of Toronto, made swimming history when she completed the swim across Lake Ontario recently. The 16-year-old youngster is shown in the above photo reaching out for the breakwater on the Ontario side of Lake Ontario after spending some 21 hours in the water.

Self-feeding of silage seen saving in cattle production

Self feeding of silage is another step in saving labour in cattle production. Several problems are involved in this procedure, but with the use of horizontal or surface silos, the difficulties appear to be decreased.

The Animal Husbandry and Field Husbandry Divisions of the Central Experimental Farm, Ottawa, have been giving attention to the problem, and the first experiment with beef cattle was conducted during the winter of 1953-54.

One lot of 20 steers was given access to grass silage in a horizontal silo 18 feet wide. Feeding was done by a moveable stanchion-type feeder gate, suspended from the side walls of the silo by a roller bar. The other lot of 20 steers was hand fed similar silage from the other end of the silo.

At first the self fed cattle were allowed to move the feeder gate forward at will, but it was found that they had a tendency to pull down more silage than they would eat during the day. Once the silage was exposed to the air and chilled it became unpalatable and a considerable waste occurred. As a remedy, the feeder gate was fastened so that the cattle could not move it. It was then moved forward every two days so that a depth of seven to eight inches of fresh silage came within reach of the cattle. This provided ample food for the number of cattle involved, and reduced wastage to a minimum.

The silo was open to the weather and this created a problem with snow and frost. This was overcome by suspending jute bags over the openings of the gate, and spreading a tarpaulin above the feeding area.

Stormy weather or temperatures which ranged from 47 degrees to

Canadian cheese nutritious food

Canada's cheeses are popular in many other parts of the world. They should be even more popular in this country, since they provide protein, calcium, vitamin A and riboflavin, a good source of nutrients needed for the maintenance of a healthy body.

There are many ways of eating cheese—from the cheese and bread enjoyed out-of-doors on a hike to the very tasty dishes achievable with cheese as a basis.

Cooked cheese, provided it is not over-cooked, is just as nourishing as in its usual form.

Fiery Itching Skin Gets Quick Relief

Here is a clean stainless penetrating antiseptic oil that will bring you speedy relief from the itching and distress of Eczema, Itching Toes and Feet, Rashes and other Itching skin troubles.

MOONEE'S EMERALD OIL not only helps promote rapid and healthy healing in open sores and wounds, but boils and simple ulcers are also quickly relieved. In skin afflictions—the itching of Eczema is quickly eased. Pimples, skin eruptions dry up and scale off in a very few days.

MOONEE'S EMERALD OIL can be obtained at any drug store satisfaction or money back.

Department P.P.L., Household Arts Department, 60 Front Street W., Toronto.

Be sure to write plainly your Name, Address and Pattern Number.

BRIMFUL OF IDEAS — the 1954 Alice Brooks Needcraft Catalog. It has the most popular embroidery, crochet, sewing, color-transfer designs to send for. Plus 4 patterns printed in book. Send 25 cents for your copy. Ideas for gifts, bazaars, fashions.

THE TILLERS

**Parlayed \$40 into great Saskatchewan cattle empire**

CYPRESS HILLS, Sask.—The triangular hills of southwestern Saskatchewan holds a big cattle empire, parlayed from the remnants of a borrowed \$40 by a lanky Nova Scotian who arrived there before the province had a name.

Rube Gilchrist in 1900 left the eastern seaboard and today his ranch, only a part of the once huge Gilchrist holdings, still rates as one of the biggest enterprises of its kind in the province. His ranch here sprawls over 20,000 acres of hill and valley described as "the finest cattle country in the world."

Rube, son of a Blue Nose schooner captain, borrowed \$40 and on

the advice of a friend deserted Halifax county for the west.

Worked on farm

His first job was on a farm in Two years later he arrived in the little community of Maple Creek with 27 cents. The fortune dwindled to a dime, but by 1904 he had enough capital to begin ranching at Battle Creek near old Fort Walsh. His three brothers, Joe, Sandy and Chester, joined him six years later and the foundations for a great family enterprise were laid.

In the years which followed, thousands of cattle bearing the famous brand Bar-X-Bar, thousands of sheep and hundreds of horses grazed on the brothers' ranches at Battle Creek and Cypress Hills and at Milk River and Pincher Creek in Alberta.

Sold then rebought

Five years ago the Gilchrist holdings were sold and the brothers retired. Chester and Sandy now live in Calgary. Rube and Joe couldn't stay away from the rolling hills and later rebought the Milk River and Cypress Hills ranches.

Rube was stricken 30 years ago by paralysis. Although physicians told him it would prove fatal, he didn't die. Last year he rode a horse again.

His 26-year-old son, Bill, works as ranch boss now.

Huge salmon catch silvery bonanza

VANCOUVER.—The total number of salmon caught by United States and Canadian boats in the west coast Adams river run, is placed at 10,000,000.

The stamps are additions to a series commenced several years ago intended to commemorate former prime ministers and the contributions they have made to the development of Canada.

Kitchen Meditations

By JANE DALE

GRANDFATHER

We tell each other he had to go Because he was old and suffered so; That it's a relief to all to see him at rest, And for him we wanted only what is best. We tell each other, yet in each day We are not reconciled to him being away.

Somehow we cannot fill the vacant place; We look up hoping to see his face. It is better so—thus we try to smile; To tell ourselves the parting's but for a while. But we miss him, yes, miss him beyond belief. Our words and smiles barely cover our grief.

MINUS TRIMMINGS

BURNABY, B.C.—A prairie tourist, finding he did not have money to pay for a tank of gasoline here, solved his problem by leaving four hub caps of his car for security.

Approximately 20 percent of the weight of a fowl is lost in dressing.

Magic Raisin Scones

Mix and sift into bowl, 1 $\frac{1}{2}$ c. once-sifted pastry flour (or 1 $\frac{1}{2}$ c. once-sifted all-purpose flour), 3 tsps. Magic Baking Powder, $\frac{1}{2}$ tsp. salt. Cut in finely 4 lbs. chilled shortening and mix in $\frac{1}{4}$ c. washed and dried raisins and $\frac{1}{4}$ c. lightly-packed brown sugar. Combine 1 slightly-beaten egg, 2 lbs. milk and a few drops almond flavoring. Make a well in dry ingredients and add liquids; mix lightly with fork, adding milk if necessary, to make a soft dough. Knead for 10 seconds on a lightly-floured board and pat out into greased pie plate ($7\frac{1}{2}$ top inside measure) and mark into 6 pie-shaped wedges. Bake in hot oven, 425°, about 18 minutes. Serve hot with butter or margarine. Yield—6 scones.

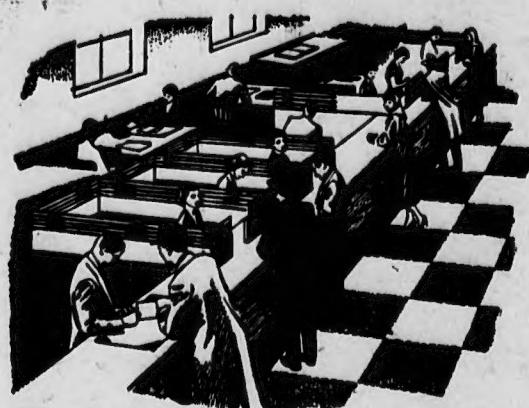


Always Dependable

—By Les Carroll



How Banking keeps pace...



New ideas in bank premises give you speedier, more convenient, more informal banking service.



Modern machines help bank staffs keep up with greater use of services by more and more customers.



The chartered banks have opened many branches in recent years to meet the needs of growing Canada.

The North Magnetic Pole constantly changes position, now lies about half way between Winnipeg and the geographic North Pole. On a per capita basis Canadian families pay nearly thirty dollars a week in taxes to all governments. About a thousand persons are employed on Great Slave Lake, Northwest Territories.

Today Canadians have 9,200,000 deposit accounts in the chartered banks—3,800,000 opened in the past ten years. Within the same period, branches have increased to 4,000; bank staffs have almost doubled to more than 50,000. Banking has grown in size and scope, continually adapting its services and improving its methods of operation, keeping pace with the greatly-increased banking requirements of the Canadian people.

THE BANKS SERVING YOUR COMMUNITY

From 1941 to 1951 the rural population of Canada increased by 7 percent, the urban population by 32 percent. Canada's highest mountains are not in the Rockies but in the St. Elias mountains in the Yukon. Prince Edward Island has the lowest marriage rate, Alberta the highest.

CITIZEN-SOLDIERS



Defence is everybody's business

**Be ready and able
to protect the
Freedom you enjoy**

Your family, your home, your church, the school your children attend, your favourite grocery store, the corner movie...these are yours to enjoy—it's up to you to protect them, for your family and yourself.

By serving one or two evenings a week in the Militia, and by going on various weekend schemes, you will be doing your share in helping to protect the Freedom you enjoy, and prepared to defend it if it's ever threatened. Do it NOW! Contact the Militia unit of your choice. The Militia training season begins in September.

**The training season starts this month!
JOIN NOW!**

In the Militia, planned periods of training will help you qualify, step by step, to the status of trained citizen-soldier.

In the Militia, you are paid for the time spent in training at the rate for which you qualify.



Serve in the Militia.

Raised Living Standards

The man whose invention took food out of germ-exposed grocery bins and wrapped it in sanitary transparent packages died recently. He was a Swiss chemist of fastidious habits. As a young man working in a French textile mill about the turn of the century he was disturbed by the soiled tablecloths at the small cafe where he ate lunch. One day as a waiter wiped up some spilled wine at his table he visualized a water-proof table cover that could be cleaned with a few dabs of a damp cloth. He hurried back to his lab and went to work coating fabrics with the syrupy liquid from which rayon is spun.

His experimental tablecloths had a delightful gloss and sparkle, but they were too harsh and stiff to handle. Furthermore, the viscose coating showed a tendency to peel off in thin, transparent sheets. At first the young chemist was disheartened, but shortly saw the flexible film as a completely new product. He returned to his lab and experimented for several years more. This time he came up with a product he called "La Cellophane"—a name he coined by combining "cello" from cellulose and "phaneros," the Greek word for transparent. But the lustrous film proved so expensive to manufacture it was restricted to glamorizing expensive French perfumes and chocolates.

When war broke out in 1914, the material that was unsuitable for waterproofing tablecloths was used as thick, clear eye pieces for gas masks. Following the armistice, France began to export "Cellophane" cellulose film along with other luxury items.

The first large user of this packaging material was a candy maker. Then a baker adopted it for wrapping cookies. When a moisture proof type was developed in 1926, a large grocery chain started wrapping bacon in it.

This last application marked the end of the "cracker-barrel" era in which food was displayed in boxes and bins wide open to dirt, handling, and rapid deterioration. It is also credited with helping to usher in a new concept in marketing, which eventually led to today's sanitary self-service markets.

The inventor lived to see his unsuccessful attempt to produce a water-proof tablecloth enter almost every home as a hygienic packaging material and a preservative of freshness. His film helped bring to the daily table a greater variety of food as well as many items formerly regarded as luxuries. One of the most recent examples of this is the packaging of fresh fish. Family-size catches, as fresh as though the master of the house had just hooked them himself, are finding their way into frying pans many hundreds of miles from the lakes that spayed them.

The fish are neither smoked, salted, canned nor frozen. They about as fresh as fresh water fish can get. Almost before they have stopped wiggling, the fish have been cleaned, boned and packed.

in this invention and ready for shipping on dry ice.

Soon, any amateur fisherman down in his luck will be able to cast his empty line into a self-service display case, remove the sparkling wrapper and bring home a couple of fish without losing face. Or if he doesn't mind admitting failure, he can bring them more already cooked in the form of fish sticks or fillets.

The Governor-General receives an annual salary of \$48,667 a year tax-free; in addition he receives an expense allowance of \$100,000 a year.

"Old" at 40, 50, 60? Men! Get New Pep Quick

Get rid of the crazy idea that you have to be old at 40, 50 or 60. Just try a little "pepping up" with Osteo Tonic Tablets today. For weakness, loss of energy, lack of pep and tired-out, run-down feelings due to lack of iron which you may call "getting old." Revitalizes, energizes, invigorates, stimulates. Helps both sexes feel years younger. "Gee-acquainted" size only 60¢. At all druggists.



Dr. F. J. Gravney,
Director,
Line Elevators Farm Service,
Winnipeg, Manitoba
Sponsored by the following companies:
Federal, Alberta Pacific, Pioneer, Canadian
Consolidated, Paterson, McCabe, Parrish &
Heimbecker, Inter Ocean, Independent
Ellison Milling and Quaker Oats.

"SAFETY" AND "CARE" IN HARVESTING

"Safety" and "Care" in Harvesting. Violation of the common-sense rules of "safety" and "care" during harvesting operations is a prelude to disaster by needless accidents, and to substantial losses in grain yield and quality owing to inefficient, careless harvesting practices.

Prevent Accidents. Every year at harvest time tractors, power take-offs, binders, swathers, combines and grain loaders take a tragic toll of farm people, including farm children. It has been found that at least one out of every ten fatal farm-tractor accidents involves children under 5 years of age. Be strict! Be careful! Don't allow small children to "ride" your tractor or power harvesting machinery. Remember too that the long hours you spend riding equipment while harvesting is responsible for greater fatigue, and therefore increases the danger of accidents occurring. Think Safety, Act Safely, and Be Safe.

Avoid Grain Losses. Faulty harvesting operations can easily be responsible for the failure of much grain to meet "top grade" standards. This is particularly true in the case of malting barley. In harvesting and threshing any grain every effort should be made to eliminate kernel injury (peeling and breaking of barley, splitting of wheat, and cracking of flax seed). Such kernel damage can be largely prevented if combines and threshing machines are properly adjusted for quality threshing. Slow cylinder speeds and keeping cylinder concaves, sieves, and wind properly adjusted at all times will reduce the amount of kernel damage.

Farm efficiency is many things. It not only includes crops and soils, methods and men, but also the "safe" and "careful" use of harvesting equipment. Prevent harvest accidents. And remember, care in harvesting will help you to reap the highest possible return from your 1954 grain crop.

OBSERVE

FIRE PREVENTION WEEK—OCT 3 to 9
and prevent fires EVERY WEEK of the year!

Next week, special work will be undertaken by the Provincial Fire Commissioner and by all Fire Departments throughout Alberta, to renew preparedness against loss of life and material resources from the ravages of fire.

As a service to your community, firemen are in search of these killers. Last year 54 people died in Alberta from fire. Most lives sacrificed to fire are traced to these dangerous conditions.

GUARD AGAINST THESE KILLERS

Kerosene or Gasoline misused to light fires. Gasoline handled in open containers or glass containers. Home dry cleaning with gasoline and flammable solvents. Careless parents leaving children alone at home. Careless smoking habits—Smoking in bed. Overheated stoves and smoke pipes in dwellings. Allowing rubbish to pile up in basement or Attic. Matches in hands of small children.

"LET'S GROW UP—NOT BURN UP"

Hon. C. E. Gerhart,
Minister



A. E. Bridges,
Fire Commissioner.